McKenna Curtis

Product designer with strong visual design skills who's driven by attention to detail and connecting the dots.

EXPERIENCE

Salsify Boston, MA

Senior Product Designer, April 2023 - November 2023

Product Designer II, June 2020 - April 2023

Late stage start-up in the ecommerce space.

Partnered with Product Management and Engineering in a product squad model to develop complex features across multiple product teams while assisting in roadmap and strategic planning.

Led UX efforts and strategy for Salsify's data model team and assisted developers in multi-quarter proof of concept to re-architect how data is stored and used across the platform. Partnered with Product Management and Engineering to drive strategy for bringing the solution from a proof of concept to delivery.

Led research and design for multiple complex features, ultimately increasing visibility for users and reducing customer support contacts by 75% in a year and moving a highly manual engineer-led process to a self-serve solution that reduces set up time from 10.5 days to 5 days with no engineering effort required.

Organized and executed UX research efforts on my product teams including customer outreach, in-app surveys, user interviews, usability testing of prototypes, and analysis of findings to support design decisions.

Spearheaded workshops to facilitate brainstorming, project kick-off, and team alignment on user research, project milestones, and team vision.

Collaborated with design team on product-wide initiatives and contributed to components in design system used by whole company.

BevSpot Boston, MA

Product Designer, June 2019 - April 2020

Fast-growing start-up serving the bar and restaurant industry.

Worked with the Product and Engineering teams in an iterative and agile environment to develop designs from initial discovery through research to final UI and hand-off.

Drove design and user experience decisions for a complex feature set, ultimately leading to a 40% reduction in customer support time and a 95% increase in retention rate.

Led the redesign of the company's public site to reflect new product personas and features; built a project proposal, conducted research, and designed 20+ pages.

Junior Designer, June 2018 - May 2019

Supported marketing team in production of emails, direct mailers, slide decks, social media ads, and other collateral - including new free trial emails which contributed to the company's shift to a self-serve model and resulted in an increase of return visitors to the product during their first week of trial from 13% to 19%.

Brand and Visual Designer January 2017 - March 2020

Worked as an in-house designer with an integrated marketing team and also as a freelance designer to design a variety of projects including a large-scale mural, creative campaigns, branding, and print collateral.

CONTACT

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EDUCATION

Northeastern University

Boston, MA

BFA in Design, Concentration in Information and Graphic Design
Summa Cum Laude

General Assembly

Boston, MA

UX Design Circuit, April 2019

SKILLS

Experience using many different tools, currently using **Figma**, **Miro**, **Dovetail**, and **Adobe's Creative Suite**